

# Indiana Sign Study Commission Recommendations Report January 10, 2008

The Indiana Sign Study Commission formed by House Enrolled Act #1012, hereby recommends the following changes to the Indiana Attraction Sign Policy. The Commission took the following into consideration when making its final recommendations:

- Tourist-oriented directional signs are for **directional** purposes only. Commercial advertising in the right-of-way is prohibited by the Federal Manual of Uniformed Traffic Control Devices (MUTCD).
- A facility is eligible for tourist-oriented directional signs only if it derives its major portion of income or visitors during normal business season from road users not residing in the area of the facility. Source: Federal MUTCD
- Indiana MUTCD must conform to Federal MUTCD.
- Indiana sign program is a self-sustaining program. No tax-dollars are contributed to this program.

Per HEA #1012, the Commission has decided upon the following:

- A Trademarked Destination Brand category will be added into the current policy.
- The Definition of the Trademark Destination Brand is as follows:
  - Indiana Code definition of a Trademark – “any word, name, symbol, or device or any combination of a word, name, symbol or device that is used by a person to: (A) identify and distinguish goods, including a unique product, of a person and distinguish the person’s goods from goods manufactured or sold by another person; and (B) indicate the source of the goods, even if the source is unknown.”
  - Destination Brand: A community that has unique tourism product significant to the State.
- Category requirements are as follows:
  - A district encompassing buildings, structures, sites or other facilities that are listed on the National Register of Historic Places and/or DNR, Historic Preservation and Archeology Division’s Indiana Register of Historic Sites and Structures as being of historical significance and open to the public. Distance requirement does not apply to this category.
  - Applicant must register trademark brand and provide copy of certificate with application.
  - Applicant must be a local Convention & Visitors Bureau or other economic development agency with a community marketing plan in place. Applicant must be actively utilizing destination brand in their marketing.
  - This category applicant is required to be open either a Saturday or Sunday as part of its five days per week requirement. Attraction is required to have at least 20,000 visitors per year. Majority of visitors cannot be short-term event driven traffic.
  - If applicant is approved, the applicant will be responsible for all costs associated with sign creation, installation and maintenance.
- How to register a trademark:
  - Indiana Secretary of State - <http://www.in.gov/icpr/webfile/formsdiv/04430.pdf>. Application fee \$10. If application is approved by the Secretary of State then applicant is issued a certificate. Registration is effective for five (5) years and is renewable for an additional five (5) year.

The Commission is also recommending the following changes:

- Months of operation
  - Change 8 months operation to 6 months/year
- Create a “Made in Indiana” category to encompass all Tourist-oriented manufacture facilities (i.e. wineries, breweries, candy factories, etc.) that offer production tours.

- Category definition will be: A facility that offers tours to educate the public about beer-making and has a tasting room/area.
- Add Breweries under this category.

The Commission would also recommend further investigation by Indiana Office of Tourism Development (IOTD) and Department of Transportation (INDOT) for inclusion of the following:

- Destination shopping category (Outlet malls and antique shops/districts)
- Trails category (Wine trails, historical trails, etc.)
- Application Scoring System, this encompasses looking at revision of:
  - Distance requirements
  - Attendance figures
  - Gross Revenue
- Flexibility for applications who do not meet policy standards, but an asset to Indiana & its Tourism industry. (i.e. miscellaneous category)

The Commission does not recommend adding the following to the current policy, because these types of facilities do not meet the Federal MUTCD standards of Limited Tourist Attraction Facilities:

- Non-tourism destination (community buildings, humane societies, etc.)
- Community entertainment venues (Drive-Ins, miniature golf complexes, laser-tag facilities, paintball facilities, movie theaters, etc)

#### Indiana Sign Study Commission Members

Amy Vaughan, Indiana Office of Tourism Development (Chair – non-voting member)

Representative Terri Austin

Sandi Clark, Indiana Arts Commission

Senator Mike Delph

Meredith Easley, Easley Winery (Governor Appointee)

Peggy Hobson, Kokomo/Howard Co. Convention & Visitors Bureau (Indiana Tourism Council)

Senator Glenn Howard

Mike Huber, Elkhart County Convention & Visitors Bureau (Lt. Governor Appointee)

Lynn Lucas, Columbus Area Visitors Center (Association of Indiana Convention & Visitors Bureaus)

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Representative Tom Saunders

Becky Weber, Indiana Department of Natural Resources